Business, Marketing, and Information Technology
State Superintendent Advisory Committee

AGENDA
November 17, 2016, 8:00 am - 10:00 am
USA Toll-Free Number 877-820-7831
Participant Code 904899
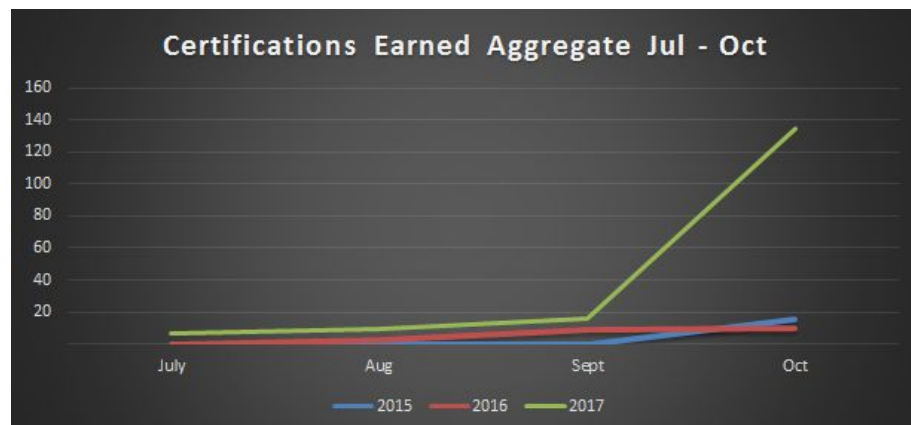
I.   8:00-8:10
   A.   Welcome, Introductions (please update your contact information & indicated in Column A that you are present), Review Agenda & Official Meeting Protocol

II. 8:10-8:15
   A.   Approve Minutes from August 10, 2016 Meeting
      ●   Danielle motioned to approve
      ●   Tonya seconded the motion
      ●   Minutes were approved with no objections

III. 8:15-8:45
   A.   Marketing YA Updates & Next Steps
      1.   2016-2017 Marketing Youth Apprenticeship Pilot District Map
         ●   Location of pilot programs have been identified
      2.   2016-2017 Marketing YA Students (not comprehensive)
         ●   Testimonials were provided by teachers at the WMEA Fall Convention about the student experiences with the YA Marketing program
         ●   Importance to have students in all 5 pathways to support implementation; seeking 50-100 employers this year with the pilot program
      3.   Marketing Youth Apprenticeship Memo of Understanding
         ●   Identified roles and timeline for outcomes in association with DWD, DPI and Dane County School Consortium
      4.   Upcoming Presentations That Will Be Used To Advance the YA Marketing Pilot Program
         a)   ACP Fall Conference Presentation (December 7)
         b)   BM&IT Spring Updates:
            (1)   UW-Whitewater (February 10)
            (2)   UW-Stout (February 17)
         ●   Need to connect with Josh Firgens to build registration system
         c)   WI DECA State Conference (March 8)
         d)   YA Forum (March 2017)
         e)   WAMBO (TBD)

   B.   Action:

         a)   Identify opportunities for pilot schools to promote Marketing YA program to students, parents and school staff.

- Advisory council recommendations added to the linked document

b) [Identify opportunities](#) to connect YA program to post-secondary options
   (1) UW
   (2) WTCS
   - Advisory council recommendations added to the linked document

c) Future Review/Vett before official launch 2017-2018
   (1) Provide feedback/direction from employer subcommittee
   - Employer advisory group will be able to be involved to provide feedback and suggestions.
     - BMIT State Superintendent's Advisory Council will be able to review the employer advisory group information to provide final recommendations

IV. 8:45-9:00

A. Microsoft Imagine Academy & Certiport Certifications
1. 219 Academy locations for 2016-2017 as of 11/16/17
   - About 2-5 academy locations are being added per week
2. Current certification numbers of 2016-2017 school year
   a) As of 11/15/16 schools have administered 674 [Microsoft Office Specialist](#) exams to 174 students with 188 certifications (15 Excel + 22 PowerPoint + 141 Word + 1 Word Expert)
   b) As of 11/15/16 schools have administered 38 [Microsoft Technology Associate](#) exams with 9 certifications (8 operating system + 1 network) Compares to 12 in total from July 2014 to June 2016
   - Capacity is being built that extends beyond the current certifications within the Imagine Academy
   c) July - October 2016 MOS comparison to prior years

Certifications Earned Aggregate Jul - Oct

3. Advisory Action
    a) Promote value of industry certifications
        (1) Review CTE Success Story Responses
            (a) Submission form available on CTE and other content area DPI sites
        ● It is good for the advisory board to hear about the success stories; however, if the advisory board hears about outstanding achievements around the state--please encourage the districts/individuals to submit a success story post
    b) Recommend potential funding
        (1) Biennial Budget - not aware of any specific funding request
        ● Based on the budget, since Microsoft Imagine Academy is not earmarked for funds, there may be future advocacy to encourage legislators to financially support the future of the program.
            ○ Question from the board--will the certifications be funded?
                ■ Through June 30, certifications will be supported; beyond this fiscal year, the future of the financial support is unclear
                ■
        (2) Staff advised to budget through Perkins Federal Grant
        (3) Utilization of Technical Incentive Grant Funds
        (4) Local/regional support and advocacy through stakeholders & partners
            (a) Example-Wisconsin Institute of Certified Public Accountants shared recently that Excel will be added as a component of the CPA exam in 2018
        (5) Advisory recommendation of other funding options?
        ● Advisory board feedback (Danielle) shared that she is receiving outstanding feedback from students, especially parents, from receiving/earing Microsoft certifications.
        ● STEM grants may be a feasible option to consider in the future

V. 9:00-9:15

    A. WISELearn Update/Support for [Content Curation Project](#)

        1. [CTE Sample Curation](#)

            a) Step 6 added to promote Google Communities use to highlight new resources

        2. Budget for Resources

            a) Undetermined amount may be available to acquire content area resources that will be made available through WISELearn

        3. Advisory Action:

            a) [Recommendation of Resources to Acquire](#)

               (discussion limit to $10,000 one-time purchase per content area):

                  (1) Marketing

                  (2) Business & Information Technology

                  (3) Financial Literacy

            ● Advisory recommends to survey teachers for feedback.

            ● Suggest to broaden survey to consider training that will support resources.

            ● Keep the focus on the future and what we need to get there

            ● Promote opportunities to collaborate about what we want (examine other resources such as Fab Lab, 3D Modeling so educators better understand opportunities)

            b) Promote Participation-[Calendar](#) of Upcoming Training Events

                  (1) Content Curators

                  (2) End Users

VI. 9:15-9:30

    A. Transcripted Credit Feedback

        1. What are we hearing from technical college districts in Wisconsin

            a) High School Accounting Symposium--strong correlation and use for promotion to encourage student participation in accounting related courses with college enrollment

            ● Partnerships/dual enrollment opportunities truly strengthen programs and post-secondary plans.

            b) Concerns expressed from school(s) associated with Madison College, changes to teacher credentials will limit future transcripted credit opportunities and districts are planning to discontinue credit agreements if held to new teacher credentials

            ● Raising the credentials appear to discontinue all relationships with Madison College with their current accounting dual credit opportunities

   c) Initial push back with Fox Valley Technical College to not impose additional teacher credentials that would limit future dual credit agreements for Career & Technical Education content areas

2. Action
   a) Feedback from Advisory on perceptions of future dual credit agreements
   ● Higher Learning Commission (HLC)--system has applied for an extension for colleges to be in compliance in 2020 (unsure if this will be extended to dual credit high school staff)
   ● Tania--evaluating how many students are taking advantage of the dual credit opportunities. Difficult to keep up with the technology and textbooks and smaller district's may be exhausting a huge portion of their budget to maintain the dual credit partnerships
   ● Danielle--some of her colleagues have master's degrees (some flexibility for now); however, unfortunately she does not have a master's degree that she will not be able to offer the transcripted credit courses
      ○ Microsoft courses may be removing the transcripted credit component due to the new changes
      ○ Looking into College AP Accounting/CLEP to replace the dual credit accounting courses
   ● Tania--Project Lead the Way (PLTW) has expanded and is being considered for her BM&IT educators to obtain post-secondary credit

VII. 9:30-9:50
   A. Spring Update @ UWS/UWW could help build topics/format/possible support
      1. Update
         a) UW-Whitewater
         b) UW-Stout
      2. Action: Identify Format, Topics & Possible Support
      ● Carla UW-W: topics being considered Hyland Tour, Innovation Center, presentations by entrepreneurs, Business & Society course, Dean of College of Business & Education, edTPA, Pi Omega Pi.
      ● Tania: Project Lead the Way (UW-Oshkosh & UW-Green Bay is having initial conversations and technical colleges are reviewing how to award college credit for this coursework). Course enrollments are increasing significantly. Promotional materials are available by Tania as well to provide support on how to advocate for participation.
      ● Tim & Dave: 45 Minutes to 1 hour for DPI Update (WISELearn)

VIII. 9:50-10:00
   A. Final Questions & Wrap-Up
   ●

B. Future Teleconference Meetings:
   1. Tuesday, February 14, 2017 from 8:00 – 10:00 a.m. (Valentine's Day)
   2. Tuesday, May 16, 2017 from 8:00 – 10:00 a.m